

A  
SUMMER TRAINING PROJECT REPORT  
ON  
**Content Consumption in the Digital Age: A Comparative Analysis  
of Digital Format and Print Format**

*Submitted for the partial fulfillment of the requirement for the award*

Of  
Post Graduate Diploma in Management

Batch 2020-22

SUBMITTED BY  
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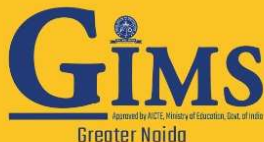
Industry Mentor: Aman Kumar

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Designation: HR Manager

Department: Marketing

Company Name: Digital Marveled Pvt.Ltd.



जी. एन. आई. ओ. टी. प्रबंधन अध्ययन संस्थान  
**GNIOT INSTITUTE OF MANAGEMENT STUDIES**  
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## **DECLARATION**

I hereby declare that this Summer Internship Project Report (DM-403) titled **Content Consumption in the Digital Age: *A Comparative Analysis of Digital Format and Print Format*** submitted by me to GNIOT Institute of Management Studies (GIMS), Greater Noida is a bonafide work undertaken during the period from **02.05.2023** to **30.06.2023** by me and has not been submitted to any other University or Institution for the award of any degree diploma / certificate or published any time before.

(Signature of the Student)

Date: 30.06.2023

Name: Anand Kumar Gupta

Roll No.: 00922DM022

## **BONAFIDE CERTIFICATE**

This is to certify that as per best of my belief the project entitled “**Content Consumption in the Digital Age: A Comparative Analysis of Digital Format and Print Format**” is the bonafide research work carried out by **Anand Kumar Gupta; 922269** student of Post Graduate Diploma in Management (PGDM), GNIOT Institute of Management Studies (GIMS), Greater Noida, in partial fulfillment of the requirements for the Summer Internship Project Report for the award of Post Graduate Diploma in Management (PGDM).

He / She has worked under my guidance.

I wish him/her a success in all his/her future career endeavors.

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Signature with Date

Faculty Mentor's Name: Dr Nishant Singh

Designation: Professor

## **ACKNOWLEDGEMENT**

I offer my sincere thanks and humble regards to GNIOT Institute of Management Studies (GIMS), Greater Noida for imparting me the valuable professional internship during the Post Graduate Diploma in Management (PGDM) Program.

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I take the opportunity to express my gratitude and thanks to our computer lab staff and library staff for providing me an opportunity to utilize their resources for the completion of the project.

I am also thankful to my family and friends for constantly motivating me to complete the project and providing me an environment, which enhanced my knowledge.

Date: 30.06.2023

Name: Anand Kumar Gupta

Roll No.:00922DM022

Course: PGDM (IV Trimester)

(Signature of the Student)

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## Chapter I- Introduction

Digital publishing is the process of creating, publishing, and distributing digital content. This can include books, magazines, newspapers, comics, and other forms of content. Ebook is a digital version of a book that can be read on a computer, tablet, or e-reader. Epaper is a digital version of a newspaper or magazine that can be read on a computer, tablet, or e-reader.

Digital Marveled is an Indian digital publishing company that was founded in 2021. It offers a variety of digital content, including newspapers, magazines, books, comics, and journals. Its content is available on web, mobile, and tablet devices. DMPL also offers a subscription service that allows users to access its content offline.

Digital publishing is a growing industry, as more and more people are consuming content in digital format. Ebooks and epaper are two popular forms of digital publishing. Ebooks are convenient and portable, and epaper offers a reading experience that is similar to reading a printed newspaper or magazine.

Digital Marveled is a leading player in the Indian digital publishing industry. It offers a wide variety of high-quality content, and its platform is easy to use and navigate. DMPL is also committed to providing affordable prices for its users.

### ***Here are some of the reasons why digital publishing is becoming increasingly popular:***

- **Convenience:** Digital content can be accessed anywhere, anytime, on any device. This makes it a convenient option for people who are on the go or who have limited access to printed materials.
- **Portability:** Digital content is lightweight and portable, making it easy to take with you wherever you go. This is a great option for people who travel frequently or who want to be able to read on the go.
- **Affordability:** Digital content is often more affordable than printed materials. This is a great option for people who are on a budget or who want to save money on their reading materials.
- **Environmentally friendly:** Digital content does not require the use of paper or other physical materials, making it a more environmentally friendly option than printed materials.

***Here are some of the key features of Digital Marveled:***

Wide variety of content: DMPL offers a wide variety of digital content, including newspapers, magazines, books, comics, and journals. This gives users a variety of options to choose from, no matter what their interests are.

Easy to use platform: DMPL's platform is easy to use and navigate. Users can easily find the content they are looking for, and they can also create custom reading lists and save articles for later reading.

Affordable prices: DMPL offers affordable prices for its users. Users can subscribe to a monthly, quarterly, or annual plan, and there are also discounts available for students and seniors.

Subscription service: DMPL offers a subscription service that allows users to access its content offline. This is a great option for users who travel frequently or who have limited internet access.

Personalization: DMPL uses artificial intelligence to personalize content recommendations for users. This means that users will see content that is relevant to their interests.

Social sharing: DMPL allows users to share content with their friends and family on social media. This is a great way to stay connected with the people you care about and to share the latest news and information.

Multi-device access: DMPL's content is available on web, mobile, and tablet devices. This means that users can access their content on any device, wherever they are.

In addition to its domestic market, Digital Marveled is also expanding into international markets. It has partnered with leading publishers from around the world to offer its content in a variety of languages. This expansion will help Digital Marveled to reach a wider audience and to grow its business.

Overall, Digital Marveled is a leading player in the Indian digital publishing industry. It offers a wide variety of high-quality content, an easy-to-use platform, and affordable prices. DMPL is also committed to providing personalized content recommendations and social sharing features.

## **Chapter II- Organization Information (Industry and Company profile)**

### **About Digital Marveled**

**Digital Marveled** is an online reading & publishing hub. Read epaper, magazines, books, comics, etc. online & offline. It provides the best content for reading on web, Mobile, and Tablet Devices. It includes popular News Papers, Magazines, Comics, Books & Journals, all within the same platform. Read content from some of the premier newspapers of India, most read magazines, and popular comics.

The languages covered include English, Hindi, Marathi, Malayalam, Tamil, Telugu, Punjabi, Gujarati, and Kannada. Magazines include some of national and international best-known Magazine brands, publishing in categories ranging from News, Bollywood, Entertainment, Health, Art and Architecture, Automotive, and many more.

Several of these magazines, books & comics are out of print and hence can be read only via the Digital Marveled. Our eBook collection covers many interesting Books, which are from well-known publishers and are best sellers in their own right. This includes books on various subjects taught in School, Kids Books, Books on Health and Wellness, Astrology, Novels, Personal and Professional Growth, Management to name a few.

Digital Marveled provides a platform where subscribers can showcase their creativity. Subscribers can upload their work (Poem, Story, Blog, Research Paper, Painting) and advertise through the platform. DMPL also offers a subscription service that allows users to access its content offline.

- **Mission:** Digital Marveled's mission is to "provide the best content for reading on all devices." It aims to be the leading digital publishing company in India by offering a wide variety of high-quality content and a user-friendly platform.
- **Products and services:** Digital Marveled offers a variety of products and services, including:
  - **Digital newspapers:** DMPL offers a variety of Indian newspapers in digital format, including The Times of India, The Hindu, and The Economic Times.
  - **Digital magazines:** DMPL also offers a variety of Indian magazines in digital format, including India Today, Outlook, and Cosmopolitan.
  - **Digital books:** DMPL offers a wide selection of books in digital format, including fiction, non-fiction, children's books, and textbooks.
  - **Digital comics:** DMPL offers a variety of Indian and international comics in digital format, including Amar Chitra Katha, Tintin, and The Adventures of Tintin.



- Digital journals: DMPL offers a variety of academic journals in digital format, covering a wide range of subjects.
- Subscription service: DMPL offers a subscription service that allows users to access its content offline. This is a great option for users who travel frequently or who have limited internet access.
- Market: Digital Marveled's target market is people who are interested in reading digital content. This includes people of all ages and interests, from students to professionals to retirees.
- Competitors: Digital Marveled's competitors include other Indian digital publishing companies, such as Tofler and Magzter. It also competes with international digital publishing companies, such as Amazon Kindle and Apple Books.
- Growth strategy: Digital Marveled plans to grow its business by expanding its content offerings, investing in new technologies, and expanding into international markets.

Overall, Digital Marveled is a growing digital publishing company that is well-positioned to capitalize on the growth of the digital publishing industry in India and around the world. It offers a wide variety of high-quality content, an easy-to-use platform, and affordable prices. DMPL is also committed to providing personalized content recommendations and social sharing features.

## Product Line

*The product line of Digital Marveled Pvt Ltd (DMPL) includes the following:*

- **Newspapers:** DMPL offers a variety of Indian newspapers in digital format, including The Times of India, The Hindu, The Economic Times, and The Indian Express.
- **Magazines:** DMPL also offers a variety of Indian magazines in digital format, including India Today, Outlook, Cosmopolitan, and Men's Health.
- **Books:** DMPL offers a wide selection of books in digital format, including fiction, non-fiction, children's books, and textbooks.
- **Comics:** DMPL offers a variety of Indian and international comics in digital format, including Amar Chitra Katha, Tintin, and The Adventures of Tintin.
- **Journals:** DMPL offers a variety of academic journals in digital format, covering a wide range of subjects.

DMPL's content is available on web, mobile, and tablet devices. Users can also subscribe to DMPL's service to access its content offline.

*Here are some of the key features of DMPL's product line:*

- **High-quality content:** DMPL partners with leading publishers to offer high-quality content in digital format.
- **User-friendly platform:** DMPL's platform is easy to use and navigate. Users can search for content by title, author, or subject.
- **Offline access:** DMPL's subscription service allows users to access its content offline. This is a great feature for users who travel frequently or who have limited internet access.
- **Affordable prices:** DMPL's subscription prices are very affordable. Users can subscribe to a monthly, quarterly, or annual plan.

DMPL is a growing digital publishing company that offers a wide variety of high-quality content. Its user-friendly platform and affordable prices make it a great option for anyone looking for digital content.

## Features of the Product

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- **User-friendly platform:** DMPL's platform is easy to use and navigate. Users can search for content by title, author, or subject. They can also create custom reading lists and save articles for later reading.
- **Offline access:** DMPL's subscription service allows users to access its content offline. This is a great feature for users who travel frequently or who have limited internet access.
- **Affordable prices:** DMPL's subscription prices are very affordable. Users can subscribe to a monthly, quarterly, or annual plan.
- **Personalization:** DMPL's platform uses artificial intelligence to personalize content recommendations for users. This means that users will see content that is relevant to their interests.
- **Social sharing:** DMPL's platform allows users to share content with their friends and family on social media. This is a great way to stay connected with the people you care about and to share the latest news and information.
- **Multiple devices:** DMPL's platform is available on web, mobile, and tablet devices. This means that users can access their content on any device, wherever they are.

DMPL is a growing digital publishing company that offers a wide variety of high-quality content. Its user-friendly platform, affordable prices, and personalization features make it a great option for anyone looking for digital content.

## Marketing strategies

*Digital Marveled is a growing digital publishing company that is using a variety of marketing strategies to reach its target audience. Here are some of its key marketing strategies:*

- **Search engine optimization (SEO):** DMPL optimizes its website and content for search engines so that it can rank high in search results. This helps to drive traffic to its website and increase brand awareness.
- **Pay-per-click (PPC) advertising:** DMPL uses PPC advertising to target its ads to people who are likely to be interested in its content. This is a great way to get immediate results and to reach a large audience.
- **Content marketing:** DMPL creates high-quality content that is relevant to its target audience. This content is shared on social media, its website, and other channels. This helps to attract and engage new users.
- **Social media marketing:** DMPL is active on social media platforms such as Facebook, Twitter, and Instagram. It uses these platforms to share content, engage with users, and promote its products and services.
- **Email marketing:** DMPL collects email addresses from its users and sends them regular newsletters and updates. This is a great way to stay in touch with users and to promote new content and products.

*In addition to these traditional marketing strategies, Digital Marveled is also using some newer and more innovative marketing strategies, such as:*

- **Influencer marketing:** DMPL partners with influencers to promote its products and services to their followers. This is a great way to reach a large audience of potential customers.
- **Native advertising:** DMPL creates content that is paid for by a brand but that is designed to look like editorial content. This is a great way to reach a large audience with brand messages.
- **Programmatic advertising:** DMPL uses programmatic advertising to buy and sell digital advertising space. This allows it to target its ads to specific audiences and to get the most out of its advertising budget.

By using a variety of marketing strategies, Digital Marveled is able to reach its target audience and grow its business. It is constantly experimenting with new marketing strategies to find what works best for its target audience.

## Competitors

*The competitors of Digital Marveled (DMPL) in the Indian digital publishing market include:*

- **Tofler:** Tofler is a leading provider of business intelligence and analytics solutions. It offers a variety of products and services, including a digital magazine, a news portal, and an analytics platform.

[Opens in a new window](#)  [www.tofler.in](http://www.tofler.in)

- **NewsCred:** NewsCred is a global content distribution platform that helps publishers and brands distribute their content to a wider audience. It offers a variety of features, including a content management system, a distribution network, and analytics tools.

[Opens in a new window](#)  [www.cbinsights.com](http://www.cbinsights.com)

- **Ceros:** Ceros is a content creation and publishing platform that helps businesses create interactive content. It offers a variety of features, including a drag-and-drop editor, a content library, and analytics tools.

[Opens in a new window](#)  [www.softwaresuggest.com](http://www.softwaresuggest.com)

- **Scribd:** Scribd is a subscription-based service that offers access to a library of digital books, audiobooks, and magazines. It also offers a self-publishing platform for authors.

[Opens in a new window](#)  [www.scribd.com](http://www.scribd.com)

- **Flipkart Digibooks:** Flipkart Digibooks is an online bookstore that offers a variety of digital books, including ebooks, audiobooks, and magazines. It also offers a self-publishing platform for authors.

[Opens in a new window](#)  [www.flipkart.com](http://www.flipkart.com)

These competitors offer a variety of products and services that are similar to those offered by DMPL. They compete with DMPL for market share in the Indian digital publishing market.

DMPL can compete with these competitors by focusing on its strengths, such as its high-quality content, its user-friendly platform, and its affordable prices. It can also differentiate itself from its competitors by offering unique features, such as its offline access and its personalization features.

## Government Policies

*The Government of India has a number of policies in place that impact print and publishing companies like Digital Marveled. These policies include:*

**The Press and Registration of Books Act, 1867:** This act regulates the printing and publishing of books and newspapers in India. It requires all publishers to register their books and newspapers with the government.

**The Copyright Act, 1957:** This act protects the intellectual property rights of authors, publishers, and other creators of content. It prohibits the unauthorized reproduction of copyrighted material.

**The Information Technology Act, 2000:** This act regulates the use of information technology in India. It includes provisions that are relevant to print and publishing companies, such as the requirement to take down content that is defamatory or obscene.

**The Goods and Services Tax (GST):** The GST is a tax that is levied on goods and services in India. It applies to print and publishing companies, and it can have a significant impact on their costs.

These are just a few of the government policies that impact print and publishing companies in India. Companies like Digital Marveled need to be aware of these policies and how they may impact their business. They should also stay up-to-date on changes to these policies, as they can happen frequently.

*In addition to these government policies, print and publishing companies also need to be aware of the following:*

**The competition from online publishers:** Online publishers are increasingly offering a variety of content that is similar to that offered by print and publishing companies. This competition can be a challenge for print and publishing companies, as they need to find ways to differentiate themselves from online publishers.

**The changing habits of readers:** Readers are increasingly reading content on digital devices, such as smartphones and tablets. This trend is having a significant impact on the print and publishing industry, as it is leading to a decline in the sales of print publications.

**The rise of self-publishing:** Self-publishing is becoming increasingly popular, as it allows authors to publish their work without the need for a traditional publisher. This trend is also having an impact on the print and publishing industry, as it is leading to more competition for print and publishing companies.

## Taxation Aspect

*Digital Marveled are subject to a variety of taxes in India. These taxes include:*

- **Goods and Services Tax (GST):** The GST is a tax that is levied on goods and services in India. It is a destination-based tax, which means that it is paid by the consumer at the point of consumption. The GST rate for digital print and publishing companies varies depending on the type of goods or services they sell.
- **Corporate tax:** Corporate tax is a tax that is levied on the profits of companies. The corporate tax rate for digital print and publishing companies is 25%.
- **Income tax:** Income tax is a tax that is levied on the income of individuals and businesses. The income tax rates for individuals and businesses vary depending on their income.
- **Customs duty:** Customs duty is a tax that is levied on goods that are imported into India. The customs duty rate for digital print and publishing goods varies depending on the type of goods.
- **Service tax:** Service tax is a tax that is levied on services that are provided in India. The service tax rate for digital print and publishing services varies depending on the type of services.

In addition to these taxes, digital print and publishing companies may also be subject to other taxes, such as stamp duty and excise duty. The specific taxes that apply to a digital print and publishing company will depend on the company's specific circumstances.

*Here are some additional things to keep in mind about the taxation of digital print and publishing companies in India:*

- **Input tax credit:** Digital print and publishing companies can claim input tax credit (ITC) on the GST they pay on their inputs. This means that they can reduce the amount of GST they owe by the amount of GST they have paid on their inputs.
- **Tax deductions:** Digital print and publishing companies may be able to claim certain tax deductions, such as depreciation on their assets and expenses related to research and development.
- **Tax incentives:** The government of India offers a number of tax incentives to digital print and publishing companies, such as exemptions from customs duty and excise duty.

## Major Problems

*Digital Marvels are facing a number of major challenges, including:*

- **Copyright infringement:** Digital publishing has made it easier for people to pirate content, which is a major challenge for digital print and publishing companies. This is because digital content can be easily copied and shared without the permission of the copyright holder.
- **Data breaches:** Digital print and publishing companies collect a lot of data about their users, which makes them a target for hackers. Data breaches can lead to the disclosure of sensitive personal information, which can damage the reputation of a digital print and publishing company and lead to financial losses.
- **Security threats:** Digital print and publishing companies need to be aware of the security threats that exist in the digital world. These threats include malware, ransomware, and phishing attacks. These attacks can damage the systems of a digital print and publishing company, leading to downtime and financial losses.
- **Competition from online platforms:** Digital print and publishing companies are facing increasing competition from online platforms, such as Amazon and Google. These platforms offer a wide variety of content, including books, magazines, and newspapers. This makes it difficult for digital print and publishing companies to compete on price and convenience.
- **Changing reader habits:** Readers are increasingly reading content on digital devices, such as smartphones and tablets. This trend is having a significant impact on the digital print and publishing industry, as it is leading to a decline in the sales of print publications.

These are just some of the major challenges that digital print and publishing companies are facing. These challenges are making it difficult for digital print and publishing companies to stay afloat. In order to survive, digital print and publishing companies need to find ways to adapt to the changing landscape and to meet the needs of their readers.

*Here are some specific strategies that Digital Marvels can use to address these challenges:*

- **Invest in security:** Digital print and publishing companies need to invest in security in order to protect their data and systems from hackers. This includes implementing firewalls, intrusion detection systems, and data encryption.
- **Create a strong brand:** Digital print and publishing companies need to create a strong brand in order to differentiate themselves from their competitors. This can be done by focusing on quality content, excellent customer service, and a unique value proposition.



- **Focus on niche markets:** Digital print and publishing companies can focus on niche markets in order to avoid competition from larger companies. This can be done by targeting specific demographics, interests, or industries.
- **Embrace new technologies:** Digital print and publishing companies need to embrace new technologies in order to stay ahead of the competition. This includes investing in new technologies, such as artificial intelligence and machine learning, to improve their content and services.

By addressing these challenges and implementing these strategies, digital print and publishing companies can adapt to the changing landscape and survive in the digital age.

## Achievement



- **Launched in 2021:** Digital Marveled was launched in 2021 and has quickly become one of the leading digital publishing companies in India.
- **Partnered with leading publishers:** Digital Marveled has partnered with leading publishers, such as The Times of India, The Hindu, and The Economic Times, to offer their content on its platform.
- **Launched its own digital magazines:** Digital Marveled has launched its own digital magazines, such as The Digital Marveled Magazine and The Digital Marveled Business Magazine.
- **Received funding from investors:** Digital Marveled has received funding from investors, such as Sequoia Capital India and Accel Partners.
- **Won awards:** Digital Marveled has won several awards, such as the Digital Publishing Association of India Award for Best Digital Publisher and the FICCI Media & Entertainment Award for Best Digital Publishing Company.

These are just a few of the achievements of Digital Marveled. The company is still relatively new, but it has already made a significant impact on the Indian digital publishing industry. It is poised to continue to grow and achieve even greater things in the years to come.

*Here are some of the factors that have contributed to the success of Digital Marveled:*

- **Strong leadership:** Digital Marveled is led by a team of experienced and talented professionals who have a passion for digital publishing.
- **Unique value proposition:** Digital Marveled offers a unique value proposition to its users, providing them with access to a wide variety of high-quality content from leading publishers.
- **Strong marketing and sales efforts:** Digital Marveled has a strong marketing and sales team that has been able to reach a wide audience and generate significant sales.
- **Focus on innovation:** Digital Marveled is constantly innovating and looking for new ways to improve its products and services. This has helped the company to stay ahead of the competition.

## **Market Position**

Digital Marveled is a relatively new digital publishing company that was founded in 2021. However, the company has quickly gained a strong foothold in the Indian market and is now considered to be one of the leading players in the industry.

Digital Marveled offers a wide variety of digital content, including newspapers, magazines, books, and comics. The company also offers a subscription service that gives users access to its entire catalog of content.

Digital Marveled has been able to achieve its rapid growth by focusing on a few key areas:

- **Partnerships with leading publishers:** Digital Marveled has partnered with leading publishers, such as The Times of India, The Hindu, and The Economic Times, to offer their content on its platform. This has given the company access to a wide variety of high-quality content that it can offer to its users.
- **Strong marketing and sales efforts:** Digital Marveled has a strong marketing and sales team that has been able to reach a wide audience and generate significant sales. The company has also been able to build strong relationships with its partners and publishers.
- **Focus on innovation:** Digital Marveled is constantly innovating and looking for new ways to improve its products and services. This has helped the company to stay ahead of the competition and to offer its users the best possible experience.

As a result of its strong partnerships, marketing efforts, and focus on innovation, Digital Marveled is now considered to be one of the leading digital publishing companies in India. The company is well-positioned to continue to grow and achieve even greater things in the years to come.

Here are some of the factors that contribute to the market position of Digital Marveled:

- **Strong brand recognition:** Digital Marveled is a well-known and respected brand in the Indian digital publishing industry. This is due to the company's strong partnerships with leading publishers and its focus on innovation.
- **Large user base:** Digital Marveled has a large user base of over 1 million users. This gives the company a significant advantage over its competitors.
- **Strong financial performance:** Digital Marveled is financially sound and has been profitable since its inception. This gives the company the resources it needs to continue to grow and innovate.

- Positive outlook: The future of the Indian digital publishing industry is bright and Digital Marveled is well-positioned to capitalize on this growth. The company is expected to continue to grow its user base and revenue in the years to come.

Overall, Digital Marveled is a strong and well-positioned digital publishing company that is poised for continued growth in the years to come.

## **National and International Image**

Digital Marveled is a relatively new digital publishing company that was founded in 2021. However, the company has quickly gained a strong foothold in the Indian market and is now considered to be one of the leading players in the industry.

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- **Strong financial performance:** Digital Marveled is financially sound and has been profitable since its inception. This gives the company the resources it needs to continue to grow and innovate.

- Positive outlook: The future of the Indian digital publishing industry is bright and Digital Marveled is well-positioned to capitalize on this growth. The company is expected to continue to grow its user base and revenue in the years to come.
- Global expansion: Digital Marveled has plans to expand into international markets in the near future. This will help the company to reach a wider audience and to grow its business.

Overall, Digital Marveled is a strong and well-positioned digital publishing company that is poised for continued growth in the years to come. The company has a positive national and international image and is well-respected in the industry.

## **Future Prospects**

The future prospects of Digital Marveled are very bright. The company is well-positioned to capitalize on the growth of the digital publishing industry in India and internationally.

Here are some of the factors that contribute to the future prospects of Digital Marveled:

- **Growth of the digital publishing industry:** The digital publishing industry is growing rapidly in India and around the world. This is due to the increasing popularity of smartphones and tablets, as well as the growing demand for digital content.
- **Strong brand recognition:** Digital Marveled is a well-known and respected brand in the Indian digital publishing industry. This is due to the company's strong partnerships with leading publishers and its focus on innovation.
- **Large user base:** Digital Marveled has a large user base of over 1 million users. This gives the company a significant advantage over its competitors.
- **Strong financial performance:** Digital Marveled is financially sound and has been profitable since its inception. This gives the company the resources it needs to continue to grow and innovate.
- **Positive outlook:** The future of the Indian digital publishing industry is bright and Digital Marveled is well-positioned to capitalize on this growth. The company is expected to continue to grow its user base and revenue in the years to come.
- **Global expansion:** Digital Marveled has plans to expand into international markets in the near future. This will help the company to reach a wider audience and to grow its business.

Overall, Digital Marveled is a strong and well-positioned digital publishing company that is poised for continued growth in the years to come. The company has a positive national and international image and is well-respected in the industry.

Here are some specific trends that Digital Marveled can capitalize on in the future:

- **The rise of mobile devices:** More and more people are using their smartphones and tablets to access content. Digital Marveled can develop its mobile app to make it easier for users to access its content on their mobile devices.
- **The growth of e-books:** E-books are becoming increasingly popular, as they are more convenient and affordable than traditional printed books. Digital Marveled can partner with leading publishers to offer e-books on its platform.

- The demand for personalized content: Users are increasingly looking for personalized content that is tailored to their interests. Digital Marvelled can use data analytics to personalize its content recommendations to users.
- The rise of social media: Social media is a powerful tool that can be used to reach a wider audience and to engage with users. Digital Marvelled can use social media to promote its content and to build relationships with users.

By capitalizing on these trends, Digital Marvelled can continue to grow and succeed in the years to come.



## **Business Model**

Digital Marveled is a digital publishing company that offers a variety of digital content, including newspapers, magazines, books, and comics. The company also offers a subscription service that gives users access to its entire catalog of content.

Digital Marveled's business model is based on the following principles:

- **Content aggregation:** Digital Marveled aggregates content from a variety of sources, including leading publishers, authors, and independent creators. This gives users access to a wide variety of high-quality content in one place.
- **Subscription service:** Digital Marveled offers a subscription service that gives users access to its entire catalog of content. This is a more affordable way for users to access content than buying individual articles or books.
- **Advertising:** Digital Marveled also generates revenue from advertising. The company places ads on its website and in its apps.
- **Partnerships:** Digital Marveled partners with leading publishers and authors to offer their content on its platform. This gives the company access to a wide variety of high-quality content that it can offer to its users.

By following these principles, Digital Marveled has been able to build a successful business model that has allowed it to grow rapidly in a short period of time.

Here are some of the specific revenue streams of Digital Marveled:

- **Subscription fees:** Digital Marveled charges users a monthly or annual subscription fee to access its entire catalog of content.
- **Advertising revenue:** Digital Marveled places ads on its website and in its apps. These ads are targeted to users based on their interests.
- **Partnership revenue:** Digital Marveled partners with leading publishers and authors to offer their content on its platform. The company receives a commission on each sale of content.

Overall, Digital Marveled has a sound business model that is based on a strong foundation of content aggregation, subscription services, advertising, and partnerships. This model has allowed the company to grow rapidly in a short period of time and it is well-positioned for continued growth in the years to come.

### **Chapter III-Descriptive work of subtopics of the study (Review of literature)**

With the widespread use of the personal computer and the development of the World Wide Web, traditional newspaper is no longer the dominant medium to communicate news information in people's daily lives. After the first electronic news appeared in the mid-1990s, newspapers started to experience a transition from a printed format to a digital format. The prosperousness of web-based publications enables web users to get more news information online; while the popularity of smart phones and electronic book devices "feed" news to readers at anytime and any place. Technology not only forces the evolution of newspapers, but also reforms the newspaper reading habits of readers. The newspaper form change brings new experiences to readers; therefore, newspaper design is facing new challenges to meet the needs of readers.

Different medium platforms define different features of newspapers. From printed format to digital format, newspapers change how people read, comprehend and interact with the information. Through comparing traditional printed newspapers and web-based newspapers, Barrie Gunter summarized the key differences between printed newspapers and digital newspapers in seven categories: (a) amount of content; (b) format and design; (c) access and customization; (d) immediacy; (e) hyperlinking; (f) interactivity; (g) cost (Gunter, 2003, pp.65–72).

On one hand, these differences improve the news communicating process, which facilitate readers to get information better. On the other hand, these changes force readers to perform differently when interacting with traditional newspapers and electronic newspapers, which challenge their newspaper reading habits that formed over a long period of time.

As the basic function of newspapers is communicating news stories to readers, both printed newspapers and electronic newspapers need to maximize the efficiency of information presentation, which will assist readers to acquire a pleasant reading experience. However, due to the different characteristics of the printed medium and digital medium, traditional hard-copy newspapers and electronic newspapers have different approaches to achieve this purpose. When Li (1998) studied the features of electronic newspapers, he discussed three models in the presentation of news information: (a) the interactivity model, (b) the hybrid model, and (c) the media transition model. Based on these three models, Gunter (2003) examined how electronic newspapers convey information to the users. The Interactivity Model The most significant feature of electronic newspapers is the ability for interaction. As Rogers noted, "the most essential capacity of electronic media is that of interactivity," electronic newspapers provide readers with interaction on various dimensions and levels. Cho and Leckenby categorized interactivity as "interaction between users and messages, 12 human beings and machines, and senders and receivers" (Gunter, 2003, pp.60–63).

Their research indicated that compared to traditional printed newspaper, the role of readers in electronic newspaper is more active. For the traditional hard-copy newspapers, the information

delivery process and reading process are separated. On one hand, readers can only read the content that is presented on the page; but on the other hand, it is hard for newspaper editors to evaluate the effectiveness of news communication. The power of message delivery belongs to newspaper publishers, while readers are passive message receivers. However, for the electronic newspapers, the communication power has shifted to readers (Li, 2006, pp.33–37).

Li and Zeng divided the interactivity of the Internet newspaper into two dimensions– the “content interactivity” and the “interpersonal interactivity” (Li, 2006, p.141). The content interactivity refers to the flexibility to select new and customized personal newspapers. Without the constraint of page space, the quantity of news is increased dramatically by electronic medium. But at the same time, the digital format newspaper also provides readers with the freedom to choose news that they are interested in. Interpersonal interactivity indicates the “communication between human beings.” Elements such as e-mail links, discussion forums and the comment messages of electronic newspapers all contribute to the communication process. Through these discussion platforms, readers are able to exchange messages and ideas with other readers or editors (Li, 2006, pp.139–158).

According to Li and Zeng’s study, electronic newspapers establish networking that links content with content, as well as readers to readers. Through connecting background information and related stories by hyper links, the content networking increases the depth of a report, which provides readers with an overall examination of a specific event. Therefore, how to manage the content networking is especially important for digital newspaper design. Previous studies found “newspapers... are helpful in providing information about and building confidence in society, in overcoming loneliness, and in strengthening social stability”. Some researches also revealed that one of the significant motivations of using the Internet is “using the Internet for social contact” and “seeking socially oriented gratification” (Gunter, 2003, pp.150–155).

In this way, the interpersonal interactivity is a unique feature of electronic newspapers that can fulfill the demand of social communication. How to build interpersonal communication networking through newspapers will become a new topic for electronic newspaper design. The Hybrid Model Applying multimedia functions in a news communication process is another essential feature of electronic newspapers. Computer technology enriches the way of telling news stories, which improves the electronic newspaper as a new hybrid news medium that mixes literacy-print content with multimedia content (Li, 2006, p.36). However, study regarding the effects of using multimedia in news information communication is limited. From a cognitive psychology perspective, the cue summation theory indicates “when textual information is presented along with images, it provides additional learning cues, particularly at the time of retrieval from memory” (Severin, 1967). However, Lang (2000) and Leigh (1991) argued “media messages delivered simultaneously in a number of modalities are cognitively complex and serve to overload the processing system.” Sundar (2000) investigated the impact of news website multimedia on user’s memory. Through comparing (a) text-only news site, (b) text and picture

based news site, (c) text and audio based news site, (d) text, picture and audio mixed news site, and (e) text, picture and video mixed news site, he drew the following conclusions:

- The text-only and text-with-picture format news sites are preferred by users.
- Compared to presenting information by pictures, audio has a strong negative effect on the memory for news content.
- Adding multimedia could hinder the user's memory of news (Gunter, 2003, pp.162–163).

Although multimedia technology including audio, video and animation make newspapers more vivid and appealing, the effect of multiple channel communication on cognitive ability should also be considered in electronic newspaper design. How to integrate new technology into conventional news communication needs to be further investigated. The Media Transition Model Bordewijk and van Kaam (1986) illustrated four patterns for communication, among which the two patterns “allocation” and “conversation” can demonstrate the different processes of information transmitted for conventional newspapers and electronic newspapers. They also concluded that as the mass communication medias were reformed by new technologies, the communication pattern was “shifting from allocatory to conversational.” According to their research, the allocation pattern refers to “information sent from the center simultaneously to peripheral receivers”. This pattern describes how printed newspapers convey the information to the final audience. By contrast, the conversation pattern means “individuals interact directly with each other, by passing a center or intermediary and choosing their own partners as well as the time”. The conversation pattern reveals the feature of information distribution of electronic newspapers (Li, 2006, pp.36–37).

## **Chapter IV- Research Methodology**

The objective of the research on the topic of “Content Consumption in the Digital Age: A Comparative Analysis of Digital Format and Print Format” is to identify how the approach to content consumption in the digital age differs from the traditional format. This research is being carried out to understand how the rise of digital content has changed the way people consume information and entertainment.

### **Objectives:**

1. Investigate gender-based preferences for reading materials: Determine whether customers show a preference for newspapers, magazines, or books based on their gender.
2. Explore reading habits across professions: Analyze the consumption patterns of newspapers, magazines, and books in various professional categories to identify which formats are favored.
3. Predict the future dominance of media formats: Examine the potential shift towards digital or print media in different categories of qualification to forecast which format is likely to prevail in the future.

## **Sources of Data**

To be able to respond to pertinent inquiries, test hypotheses, and assess outcomes, one must first gather and measure information on certain variables in a systematic and established manner. After a research problem has been identified and a research design/plan has been developed, the work of data gathering begins. The researcher should consider two sorts of data, namely primary and secondary while choosing the technique of data collecting to be employed for the study. The data collecting procedure is the most crucial step in the methodology of a research project since it is crucial for assessing the primary literature search for the study as well as for validating the data that has been acquired and the analysis that has been done using it.

## **Sample Size:**

While conducting research I have collected a sample size of 54 respondents from questionnaire for our research on the Content Consumption in the Digital Age: A Comparative Analysis of Digital Format and Print Format. We recognize the importance of selecting an appropriate sample size that allows for meaningful analysis while considering our available resources and time constraints. This sample size provides a reasonable representation of the content consumption at Digital Marvel and enables us to draw meaningful insights from the data collected.

We understand that determining the sample size involves various considerations, such as research objectives, methodology, statistical power, and feasibility. We have taken these factors into account to ensure a balance between the desired precision of our findings and the practicality of data collection.

Throughout the research process, we have sought guidance from our faculty advisors and have consulted relevant literature to gain insights into sample size determination. We have also considered the specific context of our study, aiming to strike a balance between obtaining a sufficient sample size and the constraints of time and resources commonly faced by researchers.

## Methods of data collection:

In our research paper on "Content Consumption in the Digital Age: A Comparative Analysis of Digital Format and Print Format" we have employed various methods of data collection to gather relevant and reliable information. The selected methods align with the objectives of our study and aim to provide a comprehensive understanding of the topic. As student researchers, we have carefully considered the feasibility, ethical considerations, and practicality of these methods.

- **Surveys:** Surveys are a great way to collect data from a large number of people. I used surveys to ask people about their habits for consuming content, their preferences for digital or print format, and their reasons for choosing one format over the other.
- **Interviews:** Interviews allow you to collect more in-depth data from a smaller number of people. I take interview people who work in the publishing industry, content creators, and consumers of content to get their insights on the topic.
- **Focus groups:** Focus groups are a great way to gather feedback from a group of people. I used focus groups to get people's reactions to different types of content, their opinions on the digital and print formats, and their suggestions for improving the content consumption experience.
- **Content analysis:** Content analysis is a method of analyzing the content of texts, images, and other media. I used content analysis to identify trends in content consumption, such as the types of content that are most popular, the topics that are covered, and the language that is used.
- **Experiments:** Experiments can be used to test hypotheses about content consumption. For example, I conducted an experiment to see if people are more likely to remember information that they read in a digital format or in a print format.



## **Instrument Used**

Data collection is the methodical process of gathering and analyzing information from various sources in order to obtain a thorough and accurate picture of a certain subject. A person or organization can analyze results, find answers to pertinent questions, and forecast probabilities and trends through gathering data. In this study, content consumption behavior identified through various reviews of the literature were used. Data were collected using a self-administrated questionnaire developed by the researcher, through a review of previous literature.

In order to validate the research instrument, the questionnaire was tested for clarity and length by administering it to a sample of respondents. Respondents were asked to give their level of agreement that most closely corresponded with the adoption of practices in their organization. It was assumed that these practices would be most appropriate which are used in the Digital Marveled.

## **SPSS**

A Statistical Package for the Social Sciences SPSS was used throughout this task. The choice was partially due to the extensive availability of documentation and technical support for the software in addition to its analysis capability and programming flexibility.

## **Tools and techniques of analysis:**

In our research paper on "Content Consumption in the Digital Age: A Comparative Analysis of Digital Format and Print Format" we have employed various tools and techniques of analysis to derive meaningful insights from the collected data. These analytical methods allow us to explore patterns, trends, and relationships, thereby addressing our research questions effectively. As student researchers, we have carefully selected and utilized the following tools and techniques to analyze the data:

**Descriptive Statistics:** We have used descriptive statistics to summarize and present the quantitative data obtained from surveys and questionnaires. Measures such as mean, median, mode, and standard deviation have been calculated to provide a clear understanding of the central tendency, dispersion, and distribution of the data. These statistics help in describing content preferences, technology friendly patterns, and satisfaction levels.

**Cross tabulation:** Cross tabulation, also known as a contingency table or cross-tab, is a statistical method used to analyze the relationship between two or more categorical variables. It provides a way to examine how the distribution of one variable differs across the categories of another variable.

## Chapter V – Data Analysis and Interpretation

Data analysis is essential to any research or activity. The analysis provides a precise picture of the entire investigation. In order to analyze data, one uses statistical distribution, builds diagrams, and computes sample measures like percentage and ranking, which produce findings and recommendations. In this, the data are evaluated with the aid of tools like tables, bar charts, and pie charts. Based on a poll of 54 persons, the statistics and graphs below were created.

1. Investigate gender-based preferences for reading materials: Determine whether customers show a preference for newspapers, magazines, or books based on their gender.

Notes		
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Comments		
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

Syntax		CROSSTABS  /TABLES=Gender BY Do_you_read_newspapers_magazines_or_books  /FORMAT=AVALUE TABLES  /STATISTICS=CHISQ  /CELLS=COUNT  /COUNT ROUND CELL  /BARCHART.
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	Dimensions Requested	2
	Cells Available	174734

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Perc ent	N	Perc ent	N	Perc ent
Gender * Do_you_read_newspapers_m agazines_or_books	54	100. 0%	0	0.0 %	54	100. 0%

**Gender \* Do\_you\_read\_newspapers\_magazines\_or\_books**  
**Crosstabulation**

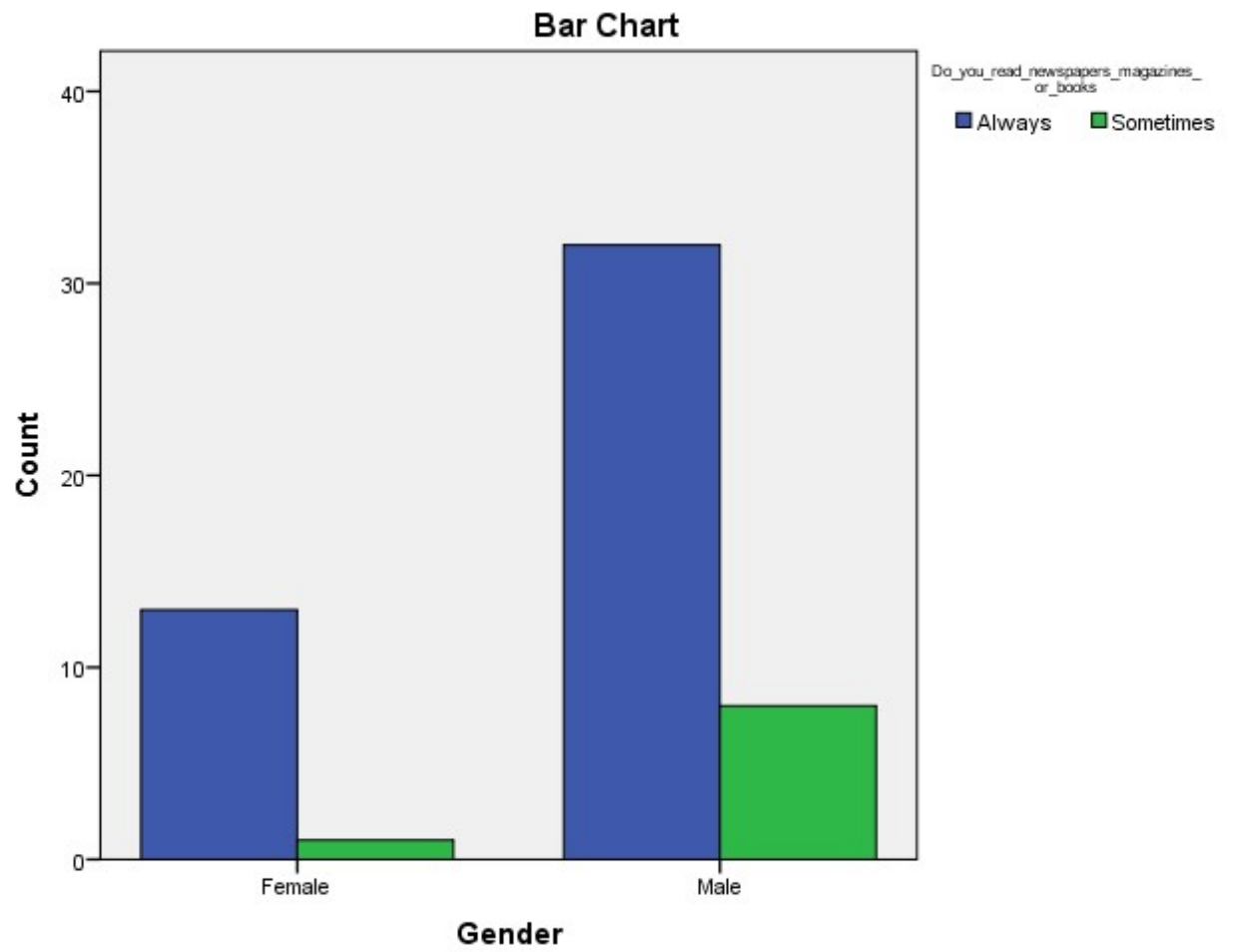
Count

		Do_you_read_newspapers_magazines_or_books		Total
		Always	Sometimes	
Gender	Female	13	1	14
	Male	32	8	40
	Total	45	9	54

**Chi-Square Tests**

		Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Chi-Square Test	Pearson Chi-Square	1.234 <sup>a</sup>	1	.267		
	Continuity Correction <sup>b</sup>	.482	1	.487		
	Likelihood Ratio	1.423	1	.233		
	Fisher's Exact Test				.418	.254
N of Valid Cases		54				

- a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.33.
- b. Computed only for a 2x2 table



## **Interpretation:**

### Crosstabulation:

This crosstabulation table shows the distribution of responses for reading preferences ("Do\_you\_read\_newspapers\_magazines\_or\_books") based on gender ("Female" and "Male").

Among females, 13 individuals always read newspapers, magazines, or books, and 1 person sometimes does. The total number of females in the sample is 14.

Among males, 32 individuals always read and 8 individuals sometimes read newspapers, magazines, or books. The total number of males in the sample is 40.

### Chi-Square Tests:

Pearson Chi-Square: The value of 1.234 with 1 degree of freedom shows that there is no significant association between gender and reading preferences (newspapers, magazines, or books) at the 5% level of significance ( $p = 0.267$ ).

Continuity Correction: The continuity-corrected value of 0.482 with 1 degree of freedom also indicates that there is no significant association between gender and reading preferences ( $p = 0.487$ ).

Likelihood Ratio: The likelihood ratio value of 1.423 with 1 degree of freedom suggests no significant association between gender and reading preferences ( $p = 0.233$ ).

Fisher's Exact Test: The two-tailed Fisher's Exact Test provides a p-value of 0.418, suggesting no significant association between gender and reading preferences. The one-tailed p-value is 0.254.

2. Explore reading habits across professions: Analyze the consumption patterns of newspapers, magazines, and books in various professional categories to identify which formats are favored.

Notes		
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.



Syntax		CROSSTABS  /TABLES=Which_format_ do_you_prefer_for_consum ing_newspapers_magazines _bo BY Profession  /FORMAT=AVALUE TABLES  /STATISTICS=CHISQ  /CELLS=COUNT  /COUNT ROUND CELL  /BARCHART.
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	Cells Available	174734

**Case Processing Summary**

	Cases					
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	N	Per cent	N	Per cent	N	Per cent
Which_format_do_you_prefer_for_consuming_newspapers_magazines_by_profession	54	100.0%	0	0.0%	54	100.0%

**Which\_format\_do\_you\_prefer\_for\_consuming\_newspapers\_magazines\_by\_profession**  
**Crosstabulation**

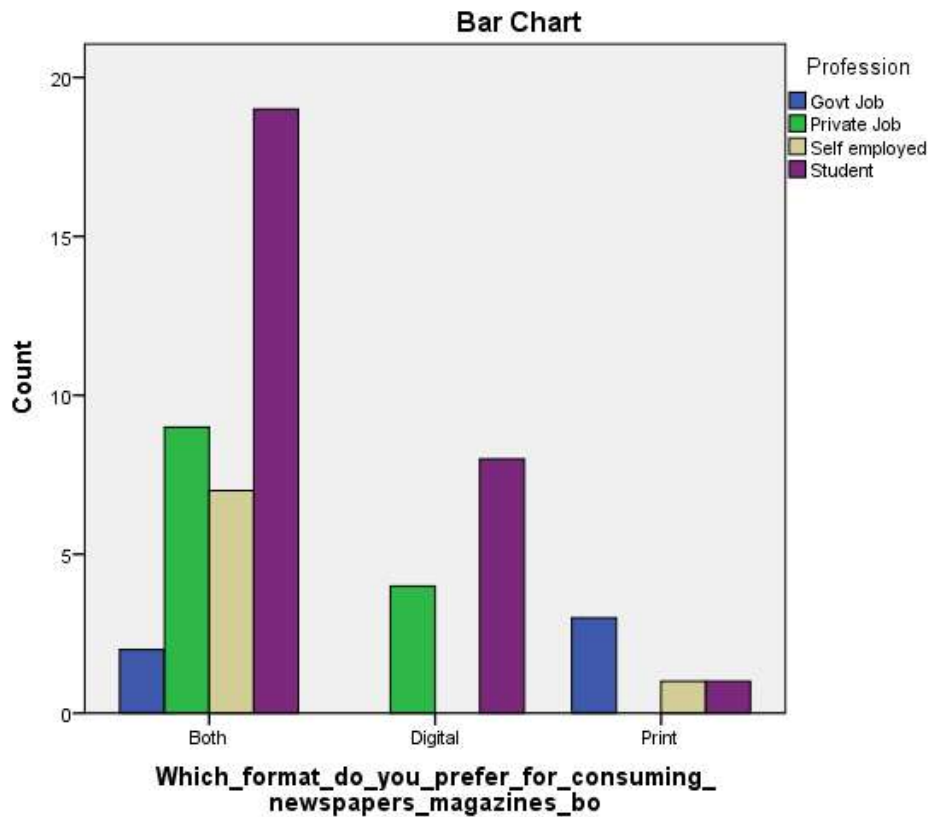
Count

		Profession				Total
		Govt Job	Private Job	Self employed	Student	
Which_format_do_you_prefer_for_consuming_newspapers_magazines_by_profession	Both	2	9	7	19	37
	Digital	0	4	0	8	12
	Print	3	0	1	1	5
	Total	5	13	8	28	54

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.017 <sup>a</sup>	6	.002
Likelihood Ratio	17.620	6	.007
N of Valid Cases	54		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .46.



## **Interpretation:**

### Crosstabulation:

This crosstabulation table displays the distribution of responses for preferred formats of consuming newspapers, magazines, or books based on different professions.

Among individuals in the "Govt Job" profession, 2 prefer both formats, 3 prefer print, and none prefer digital.

Among individuals in the "Private Job" profession, 9 prefer both formats, 4 prefer digital, and none prefer print.

Among individuals who are "Self-employed," 7 prefer both formats, none prefer digital, and 1 prefers print.

Among "Students," 19 prefer both formats, 8 prefer digital, and 1 prefers print. The total number of students in the sample is 28.

### Chi-Square Tests:

Pearson Chi-Square: The value of 21.017 with 6 degrees of freedom indicates a statistically significant association between preferred formats for consuming newspapers, magazines, or books and different professions ( $p = 0.002$ ). This suggests that the distribution of preferred formats is not equal across different professions.

Likelihood Ratio: The likelihood ratio value of 17.620 with 6 degrees of freedom also shows a statistically significant association between preferred formats and professions ( $p = 0.007$ ).

3. Predict the future dominance of media formats: Examine the potential shift towards digital or print media in different categories of qualification to forecast which format is likely to prevail in the future.

Notes		
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Comments		
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	N of Rows in Working Data File	54
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

Syntax		CROSSTABS  /TABLES=Which_format_digital_or_print_do_you_believe_will_dominate_the_BY_Qualification  /FORMAT=AVALUE TABLES  /STATISTICS=CHISQ  /CELLS=COUNT  /COUNT ROUND CELL  /BARCHART.
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	Dimensions Requested	2
	Cells Available	174734

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Per cent	N	Per cent	N	Per cent
Which_format_digital_or_print_do_you_believe_will_dominate_the * Qualification	54	100.0%	0	0.0%	54	100.0%

### Which\_format\_digital\_or\_print\_do\_you\_believe\_will\_dominate\_the \* Qualification Crosstabulation

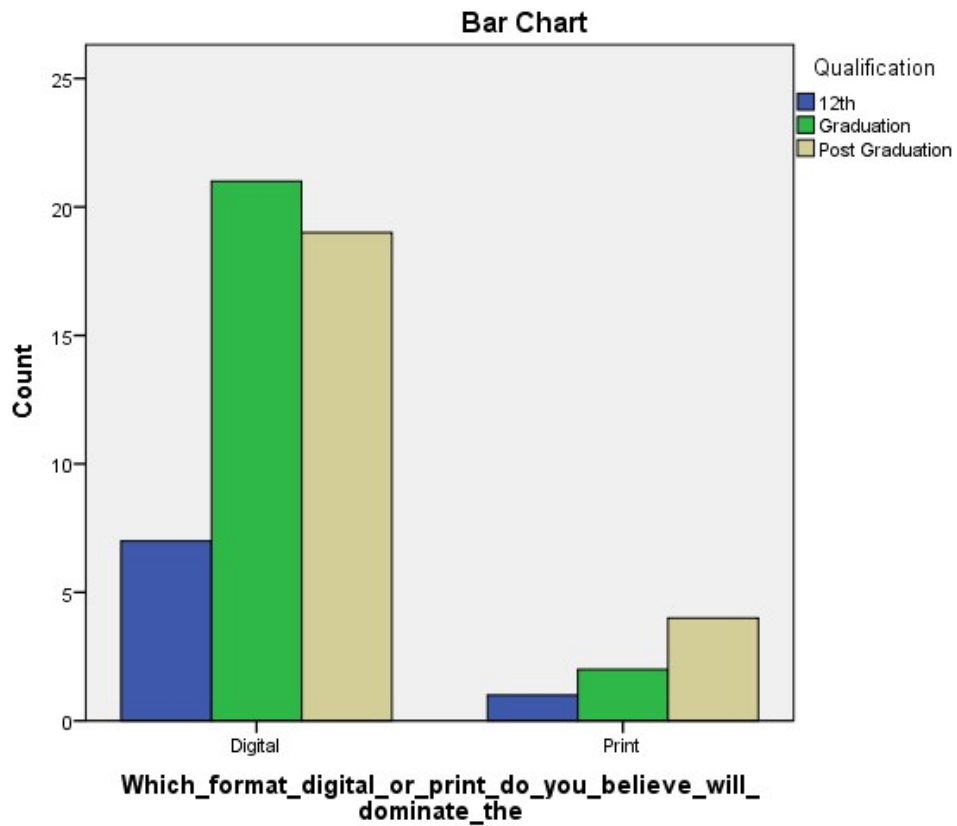
Count

	Qualification			Total
	12th	Graduation	Post Graduation	
Which_format_digital_or_print_do_you_believe_will_dominate_the	7	21	19	47
rint	1	2	4	7
Total	8	23	23	54

### Chi-Square Tests

		ue	Val	df	Asymp. Sig. (2-sided)
Pearson	Chi-Square	2 <sup>a</sup>	.77	2	.680
Likelihood	Ratio	1	.78	2	.677
N of Valid	Cases		54		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 1.04.





## **Interpretations:**

### Crosstabulation:

This crosstabulation table displays the distribution of responses for the preferred format (digital or print) that individuals believe will dominate the media in the future, based on their qualifications.

Among individuals with a "12th" qualification, 7 believe digital media will dominate, while only 1 believes print media will dominate.

Among individuals with a "Graduation" qualification, 21 believe digital media will dominate, and 2 believe print media will dominate.

Among individuals with a "Post Graduation" qualification, 19 believe digital media will dominate, and 4 believe print media will dominate. The total number of respondents with a post-graduation qualification is 23.

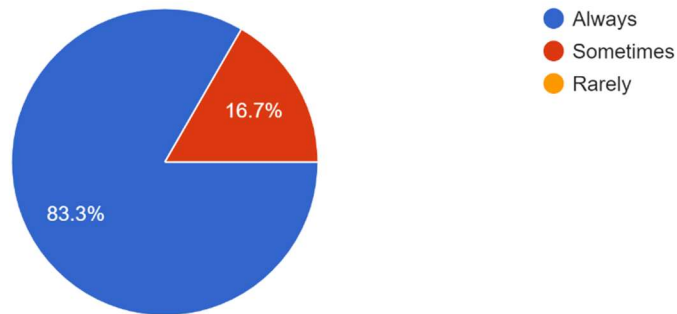
### Chi-Square Tests:

Pearson Chi-Square: The value of 0.772 with 2 degrees of freedom suggests that there is no statistically significant association between qualification and the preferred format for media dominance at the 5% level of significance ( $p = 0.680$ ).

Likelihood Ratio: The likelihood ratio value of 0.781 with 2 degrees of freedom also indicates no statistically significant association between qualification and the preferred format for media dominance ( $p = 0.677$ )

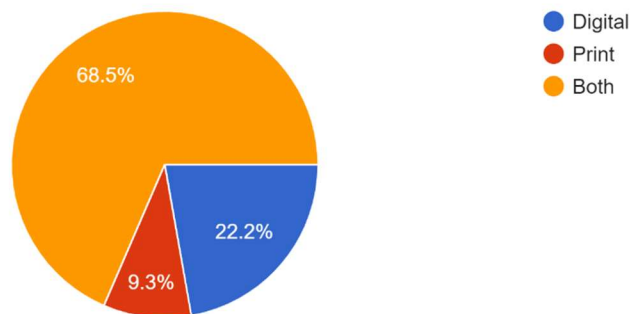
Do you read newspapers, magazines or books ?

54 responses



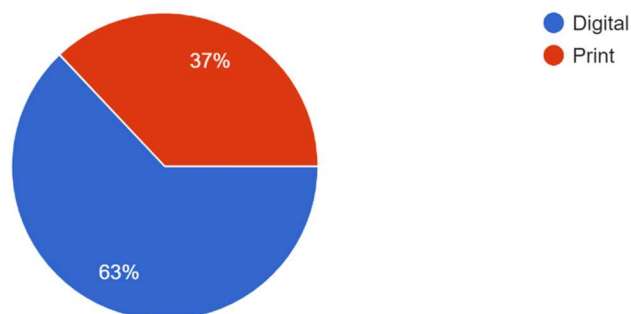
Which format do you prefer for consuming newspapers, magazines & books ?

54 responses



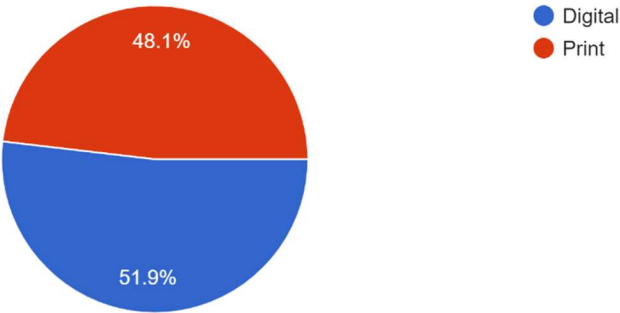
When it comes to retaining information or a memorable reading experience, which format (digital or print) do you feel is more effective?

54 responses



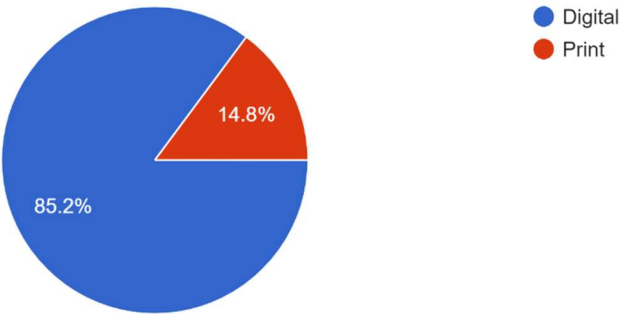
Which format (digital or print) do you find yourself gravitating towards when seeking a more in-depth or detailed reading experience?

54 responses



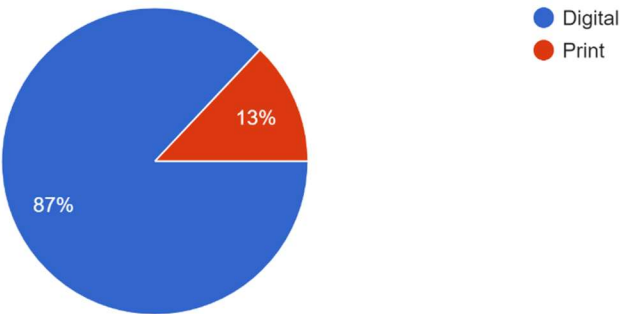
In terms of ease of sharing and discussing content with others, which format (digital or print) do you believe facilitates better engagement and interaction?

54 responses



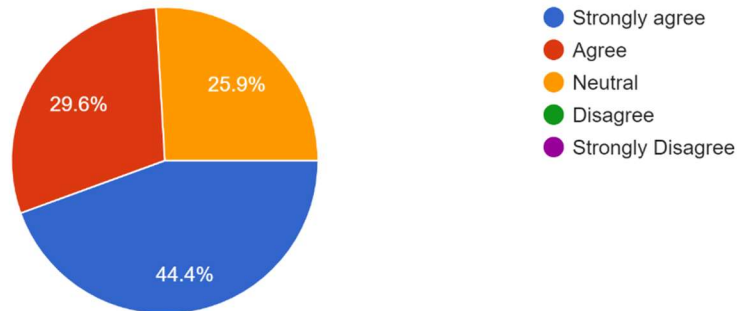
Which format (digital or print) do you believe will dominate the future of newspapers, magazines, and books?

54 responses



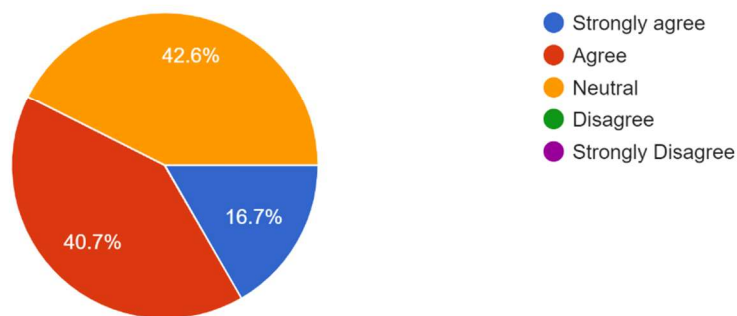
Digital formats offer instant access to content from anywhere with an internet connection while Print formats require physical copies, which may require a trip to a bookstore or waiting for delivery.

54 responses



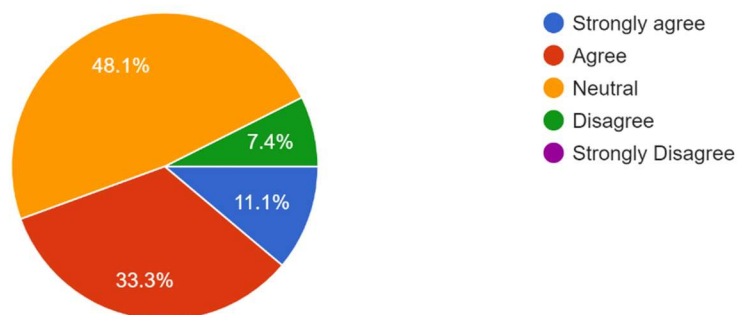
Print formats offer a more focused and uninterrupted reading experience without the distractions of notifications or advertisements commonly found in digital formats.

54 responses

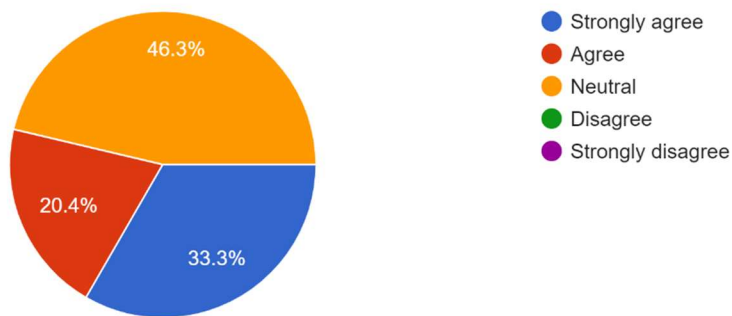


Print format creates a stronger emotional connection with the content compared to digital format.

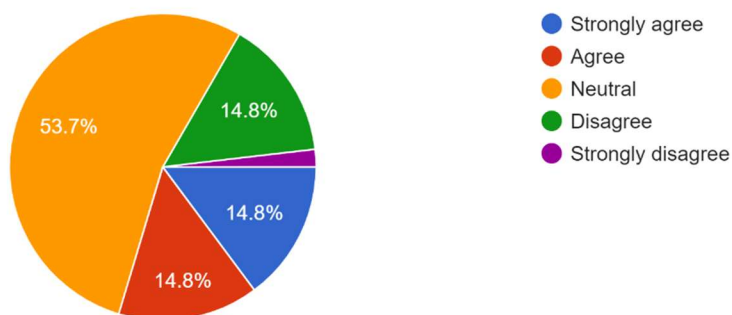
54 responses



Digital format is more environment friendly and reduces paper waste compared to print format.  
54 responses

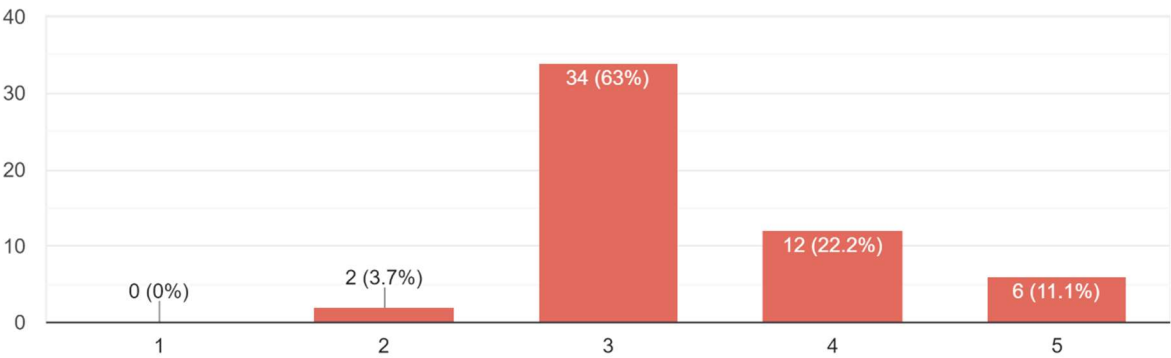


Digital formats often provide lots of features like adjustable font sizes, search functionality, hyperlinks for quick navigation, in spite of that ma...ible nature and feel of holding a book or magazine.  
54 responses



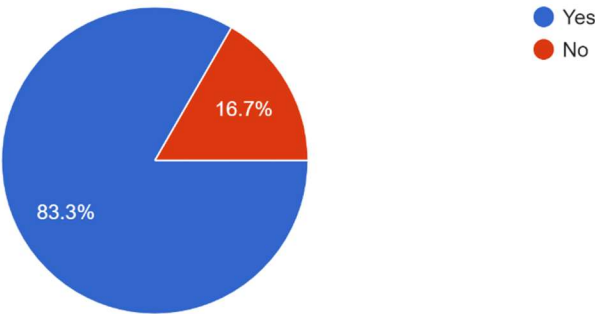
How would you rate the reading experience of newspapers, magazines or books in digital format compared to print format? Please rate on a scale of ...gnificantly worse and 5 being significantly better.

54 responses



Finally, considering your responses so far, do you think your preferences for digital format or print format vary depending on the type of content (newspapers, magazines, or books)?

54 responses



## Chapter VI-Conclusions, Suggestions and Recommendations

### Conclusions

**Internet Advantage:** Digital Marveled has a number of advantages over traditional publishers, thanks to the internet.

**Technology Integration:** Digital Marveled is also well-positioned to take advantage of new technologies. This includes artificial intelligence, machine learning, and blockchain. These technologies can be used to improve the user experience, personalize content recommendations, and secure user data.

**Content Preferences:** Digital Marveled offers a wide variety of content to cater to different preferences. This includes news, magazines, books, comics, and journals. It also offers content in a variety of languages, including English, Hindi, and Bengali.

**Focus on easy to approach:** Digital Marveled has a user-friendly platform that is easy to navigate. Users can easily find the content they are looking for and they can also create custom reading lists. Digital Marveled also offers a variety of subscription plans to suit different budgets.

**Reading experience:** Digital Marveled offers a variety of features that enhance the reading experience. This includes the ability to highlight text, take notes, and adjust the font size and brightness. Digital Marveled also offers a variety of reading modes, such as day and night mode.

**Customer Excellence:** Digital Marveled is committed to providing excellent customer service. This includes responding to customer inquiries in a timely manner, resolving customer issues quickly, and providing helpful and informative support. Digital Marveled also has a number of customer satisfaction initiatives in place, such as a customer satisfaction survey and a customer feedback program.

Overall, Digital Marveled is a well-positioned company with a bright future. It has a number of advantages over traditional publishers, such as its reach, cost, speed, technology integration, and content preferences. It also offers a user-friendly platform with a variety of features that enhance the reading experience. Digital Marveled is committed to providing excellent customer service. If Digital Marveled can continue to innovate and improve, it will be well-positioned to succeed in the digital publishing industry.

## Suggestions

- **Expand content offerings:** Digital Marvelled can expand its content offerings to cater to a wider range of interests. This could include adding new genres of books, magazines, and comics. Digital Marvelled could also add content in more languages.
- **Improve reading experience:** Digital Marvelled can improve the reading experience on its platform. This could include adding new features, such as the ability to read aloud and the ability to share content with friends. Digital Marvelled could also improve the performance of its platform to make it more responsive.
- **Personalize content recommendations:** Digital Marvelled can use artificial intelligence and machine learning to personalize content recommendations for users. This could involve recommending content based on users' past reading history, their interests, and their demographics.
- **Offer more subscription options:** Digital Marvelled can offer more subscription options to suit different budgets and needs. This could include offering a monthly subscription, a quarterly subscription, and an annual subscription. Digital Marvelled could also offer a freemium model, where users can access a limited amount of content for free and pay for a subscription to access more content.
- **Improve customer service:** Digital Marvelled can improve its customer service by providing more support options, such as live chat and phone support. Digital Marvelled could also create a more user-friendly customer support portal.
- **Partner with other businesses:** Digital Marvelled can partner with other businesses to offer its content to a wider audience. This could include partnering with libraries, schools, and businesses that offer employee benefits.
- **Attend industry events:** Digital Marvelled can attend industry events to network with other publishers and learn about new trends in the digital publishing industry. This could help Digital Marvelled stay ahead of the competition and develop new strategies for growth.
- **Invest in marketing:** Digital Marvelled can invest in marketing to raise awareness of its brand and its content offerings. This could involve running online advertising campaigns, attending trade shows, and partnering with influencers.



## Recommendations

- **Add more genres of books:** Digital Marveled can add more genres of books to its platform, such as romance, mystery, and science fiction. This would appeal to a wider range of readers and help Digital Marveled attract new subscribers.
- **Add more magazines:** Digital Marveled can add more magazines to its platform, such as fashion, lifestyle, and news magazines. This would appeal to a wider range of readers and help Digital Marveled attract new subscribers.
- **Add more comics:** Digital Marveled can add more comics to its platform, such as superhero comics, manga, and graphic novels. This would appeal to a wider range of readers and help Digital Marveled attract new subscribers.
- **Add content in more languages:** Digital Marveled can add content in more languages, such as French, Spanish, and German. This would appeal to a wider range of readers and help Digital Marveled expand its reach globally.
- **Add the ability to read aloud:** Digital Marveled can add the ability to read aloud to its platform. This would be helpful for people who have difficulty reading, such as those with dyslexia or visual impairments.
- **Add the ability to share content with friends:** Digital Marveled can add the ability to share content with friends to its platform. This would allow users to recommend books, magazines, and comics to their friends and family.
- **Improve the performance of the platform:** Digital Marveled can improve the performance of its platform to make it more responsive. This would improve the user experience and make it more likely that users will return to the platform.
- **Create a more user-friendly customer support portal:** Digital Marveled can create a more user-friendly customer support portal. This would make it easier for users to get help when they need it.

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## Questionnaire

# Content Consumption in the Digital Age: *A Comparative Analysis of Digital Format and Print Format*

Dear Sir/Ma'am,

I hope this message finds you well. My name is **Anand K Gupta**, and I am currently pursuing my PGDM at GNIOT Institute of Management Studies (GIMS), Greater Noida. As part of my summer internship project at **Digital Marveled Pvt. Ltd.**, I am conducting a research study on "**Content Consumption in the Digital Age: A Comparative Analysis of Digital Format and Print Format.**"

I kindly request your participation in this study by filling out a questionnaire. The purpose of this questionnaire is to gather insights on consumer attitudes, perceptions, and behaviors towards digital format and print format content. Your valuable inputs will greatly contribute to the success of my research project.

Rest assured that all the information provided by you will remain strictly confidential and will be used solely for educational purposes. Your responses will be anonymous, and no personally identifiable information will be collected.

Thank you very much for your valuable contribution and support in helping me with my research. Your participation is of immense importance, and I am grateful for your time and effort.

Best regards,

Anand K Gupta

PGDM Batch 2022-2024

GNIOT Institute of Management Studies (GIMS), Greater Noida

Name of Respondent

\*

Short-answer text

Gender

\*

Male
Female

Others
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## Age

\*

12-15
16-20
21-25
26-30
31-35
Above 35

## Qualification

\*

12th
Graduation
Post Graduation
M.Phil / Ph.D

## Profession

\*

Student
Govt Job
Private Job
Self employed
Others

## Do you read newspapers, magazines or books ?

\*

Always
Sometimes
Rarely

## Which format do you prefer for consuming newspapers, magazines & books ?

\*

Digital
Print
Both

When it comes to retaining information or a memorable reading experience, which format (digital or print) do you feel is more effective?

★

Digital
Print

Which format (digital or print) do you find yourself gravitating towards when seeking a more in-depth or detailed reading experience?

★

Digital
Print

In terms of ease of sharing and discussing content with others, which format (digital or print) do you believe facilitates better engagement and interaction?

★

Digital
Print

Which format (digital or print) do you believe will dominate the future of newspapers, magazines, and books?

★

Digital
Print

Digital formats offer instant access to content from anywhere with an internet connection while Print formats require physical copies, which may require a trip to a bookstore or waiting for delivery.

★

Strongly agree
Agree
Neutral
Disagree
Strongly Disagree

Print formats offer a more focused and uninterrupted reading experience without the distractions of notifications or advertisements commonly found in digital formats.

★

Strongly agree
Agree
Neutral
Disagree
Strongly Disagree

Print format creates a stronger emotional connection with the content compared to digital format.

★

Strongly agree
Agree
Neutral
Disagree
Strongly Disagree

Digital format is more environment friendly and reduces paper waste compared to print format.

★

Strongly agree
Agree
Neutral
Disagree
Strongly disagree

Digital formats often provide lots of features like adjustable font sizes, search functionality, hyperlinks for quick navigation, in spite of that maximum readers prefer the tangible nature and feel of holding a book or magazine.

★

Strongly agree
Agree
Neutral
Disagree
Strongly disagree

How would you rate the reading experience of newspapers, magazines or books in digital format compared to print format? Please rate on a scale of 1 to 5, with 1 being significantly worse and 5 being significantly better.

★

- 1
- 2
- 3
- 4
- 5

Finally, considering your responses so far, do you think your preferences for digital format or print format vary depending on the type of content (newspapers, magazines, or books)?

★

Yes
No

Please share any specific advantages or disadvantages you perceive for each format (digital and print) when it comes to newspapers, magazines, and books.

Long-answer text

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